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PLAYMATES TOYS LIMITED

彩星玩具有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 869)

APPOINTMENT OF DIRECTOR

The Board is pleased to announce that Mr. Cheng Bing Kin, Alain has been appointed as executive director of the Company with effect from 26 March 2010.

The board of directors (“**Board**”) of Playmates Toys Limited (“**Company**”) is pleased to announce that, in order to further strengthen the composition of the Board and enhance the expertise in the Board, Mr. Cheng Bing Kin, Alain (“**Mr. Cheng**”) has been appointed as executive director of the Company with effect from 26 March 2010.

Mr. Cheng, age 47, joined the Playmates Group in 1999 and has extensive experience on the legal and regulatory compliance requirements applicable to a Hong Kong listed company. In view of Mr. Cheng’s experience and expertise, the Board believes his appointment as executive director of the Company will benefit and enhance the internal control and corporate governance of the Group.

Mr. Cheng was admitted to practise as solicitor in Hong Kong, England and Wales and has over 15 years of experience in the legal field. He is also a CPA of the Hong Kong Institute of Certified Public Accountants and an ACA of The Institute of Chartered Accountants in England and Wales.

Mr. Cheng is also an executive director of Playmates Holdings Limited and a director of a number of subsidiaries of Playmates Holdings Limited. Apart from the Company and Playmates Holdings Limited, he has not held any directorship in any other listed companies in the last three years.

Mr. Cheng has entered into a service contract with the Company for a term of three years commencing from 26 March 2010, subject to his re-appointment by the Company at general meeting upon retirement by rotation pursuant to the bye-laws of the Company. Pursuant to the terms of the service contract, he will be entitled to a fixed sum of HK\$10,000 for each financial year of the Company as ordinary remuneration in respect of his capacity as a member of the Board. Apart from the directorship and his beneficial interests in Playmates Holdings Limited, a substantial shareholder of the Company, he does not have any personal relationship with any

directors, senior management or any substantial or controlling shareholder of the Company.

As at the date of this announcement, Mr. Cheng was deemed to be interested, within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), in 1,274,000 shares and 2,000,000 share options of the Company and 190,000 shares, 38,000 warrants and 159,000 share options of Playmates Holdings Limited.

There is no other information relating to Mr. Cheng that is required to be disclosed pursuant to Rule 13.51(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and there are no other matters that need to be brought to the attention of holders of securities of the Company.

The Board takes this opportunity to welcome Mr. Cheng to the Board.

On behalf of the Board
CHAN Chun Hoo, Thomas
Chairman

Hong Kong, 26 March 2010

After the appointment of Mr. Cheng, the Board of the Company comprises the following directors:

Mr. Chan Chun Hoo, Thomas (*Chairman and Executive Director*), Mr. Cheng Bing Kin, Alain (*Executive Director*), Mr. Chow Yu Chun, Alexander (*Independent Non-executive Director*), Mr. Lee Ching Kwok, Rin (*Independent Non-executive Director*), Mr. Novak, Lou Robert (*Executive Director*), Mr. To Shu Sing, Sidney (*Executive Director*) and Mr. Yang, Victor (*Independent Non-executive Director*)

** For identification purpose only*